

Global research trends in green advertising and green purchase intention: A decade of bibliometric insights

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Abstract

Purpose – This study maps the development of research on green advertising and green purchase intention from 2015 to 2025. This study is motivated by the increasing relevance of environmental sustainability issues in marketing practices and consumer behavior.

Design/methodology/approach – This study uses a bibliometric approach by analyzing 150 scientific articles indexed in Scopus using the VOSviewer software. The analysis was conducted through four stages: initial search, screening, examination of bibliographic attributes, and thorough bibliometric analysis with a focus on keyword linkage networks, author collaboration, and citations.

Findings – The results of the study show a significant increase in the number of publications regarding green advertising and green purchase intention. Five thematic clusters were successfully identified: consumer perception of green messages, psychological attitudes towards the environment, macro sustainability issues, ethical challenges such as greenwashing, and communication effectiveness. The United States, India, and China are major contributors to the publication, although collaboration between authors is still limited.

Research limitations/implications – This study was limited to English-language journal articles indexed in Scopus, so it did not include conference proceedings or publications in other languages. Further research is recommended to explore the effectiveness of green advertising on specific products (e.g. sustainable fashion), the role of social media in green campaigns, as well as using experimental methods to test causal relationships.

Practical implications – The findings of this study can be leveraged by marketing practitioners to design more effective green advertising by aligning messages with consumer values and trust. The study also emphasizes the importance of honesty in communication so as not to cause skepticism about greenwashing practices.

Originality/value – This study is the first systematic bibliometric mapping of green advertising and green purchase intention using VOSviewer, which reveals key trends, influential authors, and research gaps that can be leveraged for further study and development of sustainable marketing strategies.

Keywords: Green Advertising, Green Purchase Intention, Sustainability, Bibliometric Analysis, Consumer Behavior, VOSviewer.

Introduction

In recent years, environmental issues have become an increasingly urgent global concern (Johnstone & Lindh, 2022). Problems such as climate change, air pollution, non-recyclable solid waste, and ecosystem damage due to human activities are driving the emergence of a global movement to shift to a more sustainable lifestyle (Kusnaryanto, 2024). Concern for sustainability has come from environmental activists and penetrated into the business world and consumers (Wowor et al., 2024).

A survey conducted by Statista in October 2023 shows that global consumers are increasingly concerned about sustainability aspects compared to the previous year. In France, over 75% of respondents expressed increased concern for product sustainability, while in Germany the figure reached 64% (Statista Research Department, 2025b). In Indonesia, a similar trend is also seen. Based on a Rakuten Insight survey in December 2023, around 62% of female respondents and 63% of men stated that buying eco-friendly and sustainably packaged products is important (Statista Research Department, 2025a). 68% of respondents in Indonesia have also implemented sustainable consumption practices in their shopping activities (Ozbun, 2025).

Growth in green purchase intention shows that consumers are now increasingly considering environmental impacts in their purchasing decisions. In Indonesia, interest in organic and environmentally friendly products previously perceived as premium goods has shifted into regular consumption, especially among the middle class. These products are chosen for health considerations and because they are perceived as more sustainable (Statista Research Department, 2025b).

As consumer awareness and intention to buy green products goes up, companies must respond through relevant marketing approaches, one of which is Green Advertising (Junaedi, 2005). Green advertising refers to any form of promotion that discusses the relationship between products or services and the natural environment. These advertisements can encourage a sustainable lifestyle, either by emphasizing certain products or simply promoting the company's environmental responsibility (Campos et al., 2021; Li, 2025).

Nevertheless, although green advertising is increasingly adopted in marketing strategies, research in this field remains fragmented. Existing studies usually focus on the direct effects of green advertising on attitudes or purchase intention, but there is still a lack of systematic exploration regarding thematic evolution, knowledge structures, and collaboration networks within this research domain (Johnstone & Lindh, 2022). A clearer understanding of what themes often emerge, how they are connected, and how they have developed over time is still limited. This gap highlights the need for a comprehensive mapping of research on green advertising and its relationship with green purchase intention.

In addition, previous bibliometric studies in sustainable marketing have not specifically addressed this gap. For example, Wibowo et al., (2022) conducted a bibliometric analysis on green consumer behavior and sustainable purchasing but focused primarily on consumption patterns and behavioral determinants. Their study did not examine the role of green advertising, did not analyze the conceptual interaction between green advertising and green purchase intention, and also did not map co-authorship networks, keyword clustering, or thematic evolution related to green advertising research. Therefore, a bibliometric review that integrates both green advertising and green purchase intention is still absent in the current literature.

Based on this urgency and existing gaps, this study maps the development of research on green advertising and green purchase intention from 2015 to 2025. Through a data-driven bibliometric approach using Scopus data and visualization through VOSviewer, this study is expected to provide a clearer understanding of research dynamics, identify influential themes, and open up opportunities for future collaboration and deeper exploration of emerging topics.

Literature Review

Green Advertising

According to Rahajeng et al. (2024), green advertising is a marketing communication strategy that links advertising messages to environmental issues, thus letting consumers distinguish eco-friendly

products from other conventional products. This advertising is designed not only to promote the product, but also to show how it can meet the needs of consumers while keeping the environmental impact to a minimum.

Meanwhile, Hezron et al. (2023), stating that green advertising is a business practice that considers consumers' concern for environmental conservation issues. Mainly this advertising campaign conveys to the public that the products or services offered have environmentally friendly features. This can be realized through various ways, such as reducing waste from packaging, increasing energy use efficiency, and reducing exhaust emissions generated during the production or distribution process.

As for the Schläpfer et al. (2025), green advertising includes any form of advertising that conveys implications or statements regarding benefits to. This advertising is becoming increasingly common in response to increasing consumer awareness of environmental issues. Therefore, understanding how consumers respond to messages in green advertising is essential for the development of effective and ethical marketing communication strategies.

Green Purchase Intention

Yona and Thamrin (2020), explaining that green purchase intention refers to the desire of consumers to carry out consumption behaviors related to environmentally friendly products. Meanwhile, Madijan and Sulistyowati (2022) adding that green purchase intention As consumers' interest in buying products from brands that care about the environment, especially when consumers understand the benefits of using environmentally friendly products.

According to Wibowo et al. (2022), green purchase intention is the tendency and willingness of consumers to buy products that have environmentally friendly features, either as a form of preference for products that are more environmentally responsible and as a response to personal needs for sustainability. This idea reflects the possibility that consumers will choose products with ecological features over conventional products due to their awareness and concern for the environmental impact of the purchasing decisions taken.

While Sitohang et al. (2023), stating that green purchase intention is the desire in consumers to buy environmentally friendly products or products produced by companies with an orientation towards environmental sustainability. This interest is reflected in the tendency to prefer products that are considered not harmful to the environment and from the awareness that the act of buying green products is part of contributing to the wider environmental movement

Green Advertising and Green Purchase Intention

According to Alamsyah et al. (2022), in today's modern era, companies use a lot of green advertising strategies as an effort to increase product value through an approach that highlights environmentally friendly aspects. This strategy not only functions as a promotional tool to introduce products to the wider community, but also has an educational dimension that aims to shape consumer behavior that is more concerned about environmental sustainability.

Sun et al. (2021) states that the use of advertising that focuses on environmental issues influences consumers' intentions in purchasing products oriented towards environmental sustainability. The purpose of implementing green advertising by companies is to build a positive consumer perception of environmentally friendly brands, which is ultimately expected to encourage green purchase intention while influencing consumer purchase decisions.

Nurdin and Ratnasari (2024) The higher the level of effectiveness of an advertisement in attracting attention and increasing the understanding of potential consumers of environmentally friendly products, the greater the opportunity for consumers to make purchasing decisions based on the information conveyed through the advertisement. This means that advertisements that are able to communicate the environmental values and benefits of a product usually encourage consumers to prefer environmentally friendly products over other alternatives without similar advantages.

Research Methods

In this study, researchers leveraged data from international scientific publications drawn from the Scopus database (www.scopus.com). The data collection process is carried out through a search using the keyword "green advertising, green purchase intention". The search results were then analyzed with a bibliometric approach that included four main stages: initial search, data filtering process, bibliographic attribute examination, and comprehensive bibliometric analysis (Julia et al., 2020). Broadly speaking, the steps in this study are described:

Search Stage

The initial stage of the research was carried out by searching through bibliographic data through the Scopus database, which was chosen because of its reputation as one of the largest and most credible databases in providing scientific literature and publications that have gone through a peer-review process. At this stage, the search is limited by a few specific criteria. First, the document sought is focused on journal articles. Second, the main keyword used in the search is "green advertising green purchase intention". Third, only publications written in English are included in the analysis to ensure consistency and readability of sources.

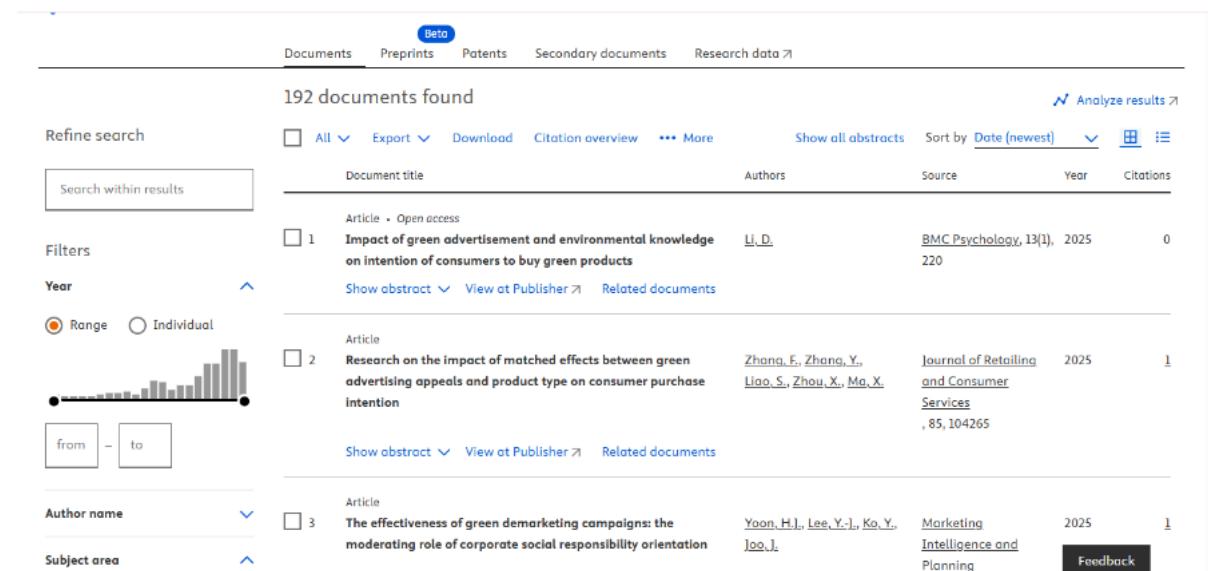


Figure 1. Bibliography Search in the Scopus App

Source: Data Processed, 2025

Filtering Stage

A methodical screening procedure was carried out to guarantee that every document used in the analysis was completely in line with the study's goals. The process began with the identification of 192 documents from the Scopus database using the main keywords "green advertising" and "green purchase intention." A multi-layered screening procedure was then applied, which involved removing duplicate records, eliminating irrelevant documents, and assessing each item based on predefined inclusion and exclusion criteria. Only scholarly journal articles and review papers published in English between 2015 and 2025 were kept, provided they explicitly explored subjects connected to green advertising, environmental marketing communication, or green purchase intention and had complete bibliographic metadata. Documents that were duplicates, showed only surface-level keyword relevance without a significant connection to the research themes, or were non-research publications like conference papers, book chapters, editorials, or reports were eliminated. More exclusions were applied to thematic outliers that did not correspond with the major conceptual clusters or lacked essential bibliographic information. Following this stringent combination of automatic and manual screening procedures, 150 documents satisfied all eligibility criteria and were later used as the final dataset for the bibliometric analysis.

The screenshot shows the Scopus search interface. The search query is displayed in the search bar: 'TITLE-ABS-KEY (green AND advertising, AND green AND purchase AND intention) AND PUBYEAR > 2014 AND PUBYEAR < 2026 AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (LANGUAGE, "English"))'. Below the search bar are buttons for 'Save search' and 'Set search alert'. The 'Edit in advanced search' button is highlighted. The 'Documents' tab is selected, with a 'Beta' label. Other tabs include 'Preprints', 'Patents', 'Secondary documents', and 'Research data'. The results section shows '150 documents found'. The results are listed in a table with columns: 'Document title', 'Authors', 'Source', 'Year', and 'Citations'. The first result is an article by Li, D. titled 'Impact of green advertisement and environmental knowledge on intention of consumers to buy green products', published in 'BMC Psychology' (13(1), 2025) with 220 citations. Buttons for 'Show abstract', 'View at Publisher', and 'Related documents' are shown below the result. The 'Feedback' button is at the bottom right.

Figure 2. Bibliographic Selection Results

Source: Data Processed, 2025

The screenshot shows the 'Export 150 documents to RIS' page. It explains that the RIS format is used for exporting references from Scopus to a reference management tool (e.g., Zotero, EndNote, RefWorks). It asks 'What information do you want to export?' and lists several options. The 'Abstract & keywords' checkbox is selected. Other options include 'Citation information', 'Bibliographical information', 'Funding details', and 'Other information'. Under 'Citation information', options like 'Author(s)', 'Document title', 'Year', etc., are listed. Under 'Bibliographical information', options like 'Affiliations', 'Serial identifiers (e.g. ISSN)', 'PubMed ID', etc., are listed. Under 'Abstract & keywords', options like 'Abstract', 'Author keywords', 'Indexed keywords', etc., are listed. Under 'Funding details', options like 'Number', 'Acronym', 'Sponsor', etc., are listed. Under 'Other information', options like 'Tradenames & manufacturers', 'Accession numbers & chemicals', 'Conference information', and 'Include references' are listed. At the bottom are buttons for 'Select all information', 'Save as preference', and 'Export'.

Figure 3. Document Export in Scopus

Source: Data Processed, 2025

Bibliometric Analysis Stage

At this stage, the analysis is carried out with reference to the seven main aspects that have been formulated in the research question. The bibliometric approach is a method to answer the formulation of the problem. In this process, the author uses the VOSviewer software to simplify the analysis while presenting the results as visualizations. VOSviewer is a computer program specifically designed to map and visualize bibliometric data. One of the key features of this tool is the text-mining function, which allows mapping of the network of co-relations between citations in scientific articles.

Bibliometric analysis has become increasingly effective thanks to advances in digital data processing technology, especially with the increasing volume of scientific publications in recent years. However, this process does not rely on automation; Fixed processing requires a certain amount of data to be systematically sorted so the results can be interpreted statistically (Ellegaard & Wallin, 2015).

The analysis began with the retrieval and filtering of publication data from the Scopus database using predefined inclusion criteria. The selected documents were then exported in CSV

(Excel) and RIS formats and imported into the VOSviewer software. The mapping process was conducted by selecting the Create a map based on bibliographic data option, followed by Read data from bibliographic database files. After choosing Scopus as the data source and uploading the exported files, the researcher selected three types of analysis, namely co-occurrence, co-authorship, and co-citation, which were then processed to generate the visualization results.

In the co-occurrence analysis, keywords were the unit of analysis. The minimum number of occurrences of a keyword was set to 5, meaning that only keywords appearing at least five times in the dataset were included in the network. The results indicate that out of 361 keywords, only 14 keywords met the threshold and were visualized. This threshold setting was applied to highlight dominant research themes and reduce less significant terms.

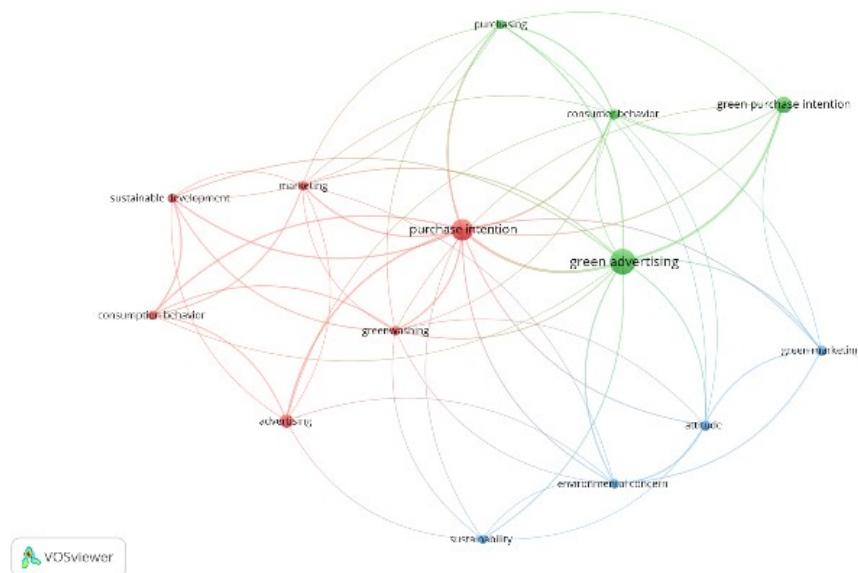


Figure 4. Co-occurrence
Source: Data Processed, 2025

In the co-authorship analysis, authors were the unit of analysis. The minimum number of documents of an author was set to 1, and the minimum number of citations was set to 0, meaning that all authors who appeared in the dataset were included. The results show that out of 245 authors, all 245 authors met the threshold and were visualized. This setting let the visualization represent the overall collaboration pattern among researchers within the research domain.

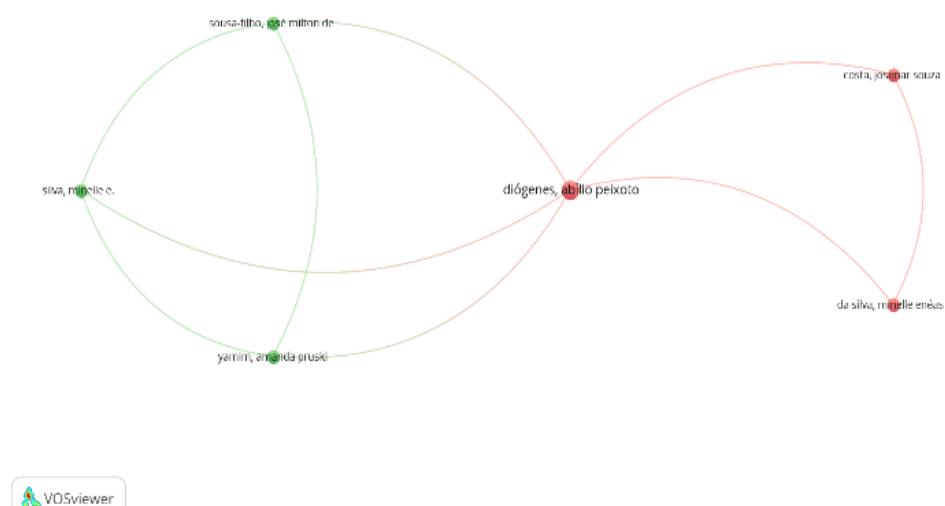


Figure 5. Co-authorship
Source: Data Processed, 2025

In the co-citation analysis, cited references were the unit of analysis, with the minimum number of citations set to 8. From 5,787 cited references, only 15 references met the threshold and were included in the visualization. This setting enabled the identification of the most influential references within the research domain.

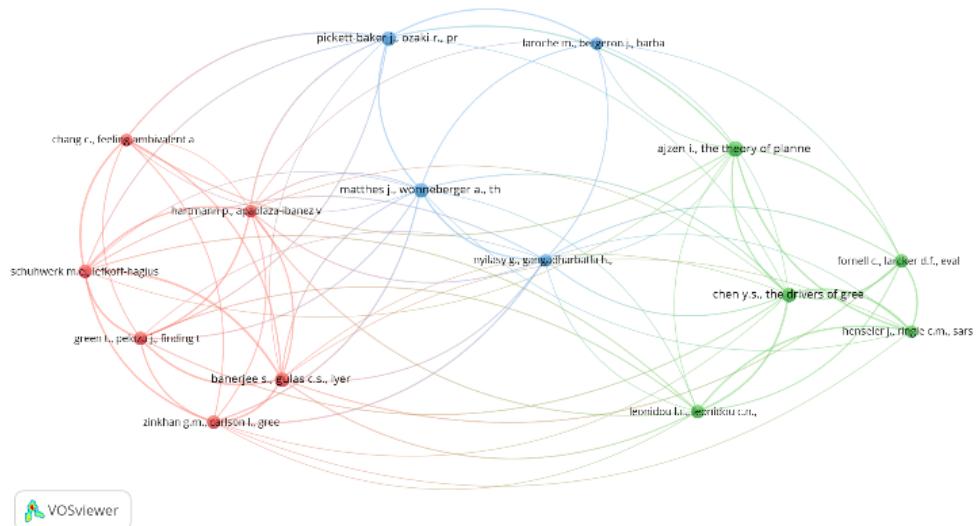
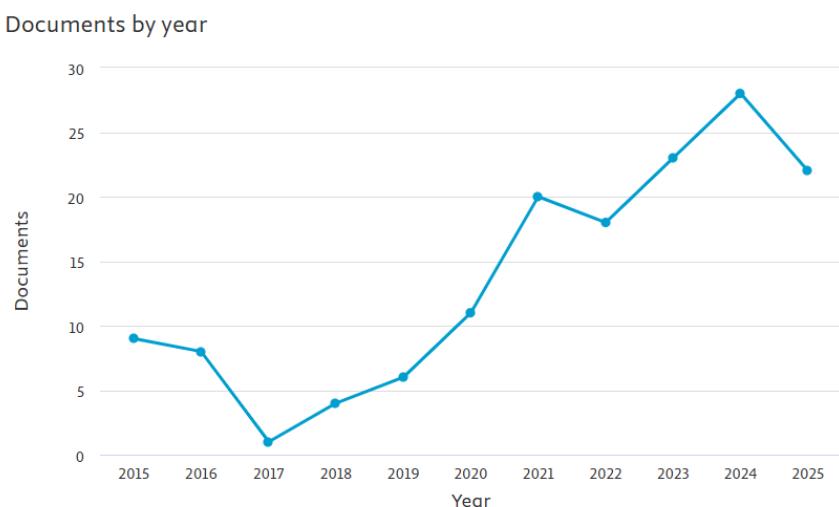


Figure 6. Co-citation
Source: Data Processed, 2025

Results and Discussion

Number of Research Publication Developments

From the results of searching documents related to green advertising and green purchase intention in the Scopus database, 192 documents were obtained. For the results obtained to be more relevant to the discipline being studied, a screening process was carried out by limiting the range of years of publication between 2015 to 2025, choosing the document as articles, and using the publication language of English. After the filter process is applied, the number of documents that meet the criteria becomes 150 documents.



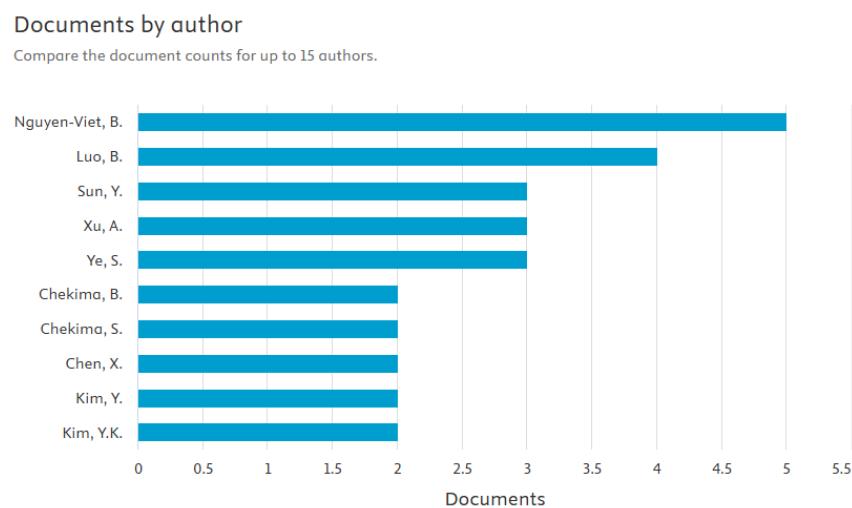
Graph 1. Distribution of documents by year of publication
Source: Data Processed, 2025

Based on the graph and data in figure 1, there is a significant increase in the number of scientific publications that discuss green advertising and green purchase intention in the period 2015 to 2025.

At the beginning of the period, from 2015 to 2017, the number of publications was still relatively low and fluctuating with only 9 documents in 2015, went down to 8 documents in 2016, and reached a low point in 2017 with only 1 document. The lack of publication in this early period could be due to the lack of scientific attention to sustainability issues when green marketing . However, starting in 2018, there has been a consistent increase. A sharp increase began in 2020 with 11 publications, then jumped to 20 in 2021. Although it had gone down slightly in 2022 (18 documents), the positive trend continued again with the number of publications going up to 23 documents in 2023 and reaching a peak in 2024 with 28 documents. The year 2025 recorded 22 documents, showing this topic is still an important focus in the research domain.

Publication Trend Analysis

This visualization, generated from Scopus data, maps the number of scientific publications produced by the top ten authors working on green advertising and green purchase intention between 2015 and 2025. Examining author productivity is important not only to identify leading contributors in the sustainability domain, but also to understand the structure and concentration of scholarly activity related to consumer behavior and environmentally responsible marketing strategies.



Graph 2. Top 10 Authors of Article Publications

Source: Data Processed, 2025

The graph shows that researchers' productivity varies, with publication counts ranging from two to five documents. Nguyen-Viet, B. ranks as the most productive author with five publications, followed by Luo, B. with four documents. Other authors including Sun, Y., Xu, A., and Ye, S. each contributed three publications, while Chekima, B., Chekima, S., Chen, X., Kim, Y., and Kim, Y.K. produced two publications.

Beyond these descriptive figures, the distribution of productivity provides deeper insights into the field's intellectual landscape. The dominance of a small group of authors suggests that research on green advertising and green purchase intention remains concentrated among particular scholars who function as knowledge hubs in shaping the development of this domain. At the same time, the uneven pattern of productivity across authors indicates fragmentation, consistent with bibliometric findings in sustainability research, where diverse sub-topics often lead to dispersed scholarly networks.

From a theoretical standpoint, this structure implies that the green marketing literature is still in a phase of consolidation, with influential authors driving conceptual development and methodological approaches. Practically, the observed fragmentation highlights opportunities for expanding international collaboration and integrating multidisciplinary perspectives. Strengthening this collaboration can enhance the robustness of research on green consumer behavior and support the advancement of more comprehensive and adaptive sustainable marketing strategies.

Research Analysis by Country

The Scopus-indexed publications related to green advertising and green purchase intention originate from a diverse set of countries. Using VOSviewer mapping with a minimum threshold of four documents, twenty contributing countries were identified. These results are summarized in Figure 7, which highlights the distribution of publications, citation impact, and international collaboration strength.

Selected	Country	Documents	Citations	Total link strength
<input checked="" type="checkbox"/>	united states	29	862	11
<input checked="" type="checkbox"/>	malaysia	10	157	10
<input checked="" type="checkbox"/>	south korea	8	119	10
<input checked="" type="checkbox"/>	china	13	448	9
<input checked="" type="checkbox"/>	india	15	252	6
<input checked="" type="checkbox"/>	viet nam	7	141	5
<input checked="" type="checkbox"/>	france	2	39	3
<input checked="" type="checkbox"/>	pakistan	5	32	3
<input checked="" type="checkbox"/>	belgium	2	12	2
<input checked="" type="checkbox"/>	brazil	3	40	1
<input checked="" type="checkbox"/>	finland	2	76	1
<input checked="" type="checkbox"/>	hong kong	2	223	1
<input checked="" type="checkbox"/>	indonesia	2	94	1
<input checked="" type="checkbox"/>	spain	2	12	1
<input checked="" type="checkbox"/>	austria	3	36	0
<input checked="" type="checkbox"/>	germany	2	107	0
<input checked="" type="checkbox"/>	portugal	2	21	0
<input checked="" type="checkbox"/>	turkey	2	88	0

Figure 7. Countries with the Highest Number of Publications

Source: Data Processed, 2025

The data indicate that the United States holds a dominant position with 29 publications, 862 citations, and a total link strength of 11. This leading position reflects high productivity and substantial scientific influence. The strong citation count suggests that research from the United States shapes conceptual and methodological developments in green marketing. This aligns with past literature noting that U.S. consumers have relatively high environmental awareness, which may drive scholarly interest and the production of impactful studies.

India and China follow as major contributors, with 15 and 13 documents, respectively. Despite having fewer publications than India, China's citation count (448) is much higher, suggesting the strong intellectual relevance of Chinese scholarship in this field. This pattern suggests that the evolution of green advertising research is influenced by emerging economies undergoing rapid industrialization and environmental transitions.

Malaysia and South Korea also show meaningful contributions, supported by relatively high link strengths (10 each). Their strong collaboration networks suggest an increasing regional commitment to sustainability-related research and the strengthening of cross-border academic partnerships within Asia.

The total link strength metric provides important insight into international collaboration. Countries such as the United States, Malaysia, and South Korea show extensive global research connections, suggesting their centrality within the scientific network. This connectivity is theoretically relevant, as collaborative environments often foster cross-disciplinary integration an essential feature of advancing sustainable marketing research.

Several other countries including Vietnam, Pakistan, Indonesia, and Hong Kong contribute on a smaller scale but still add meaningful value to the field. For example, Indonesia, with two publications but 94 citations, exhibits a high citation-to-publication ratio, suggesting that its output, although limited in quantity, carries significant relevance or novelty.

Conversely, countries such as Portugal, Turkey, and Spain show lower levels of publication output, citation impact, and minimal international collaboration (link strength close to zero). This may reflect limited participation in global sustainability research networks or a more localized research focus. Understanding these disparities is important for showing how to broaden international engagement and strengthen the global diffusion of green marketing scholarship.

Network Visualization Analysis

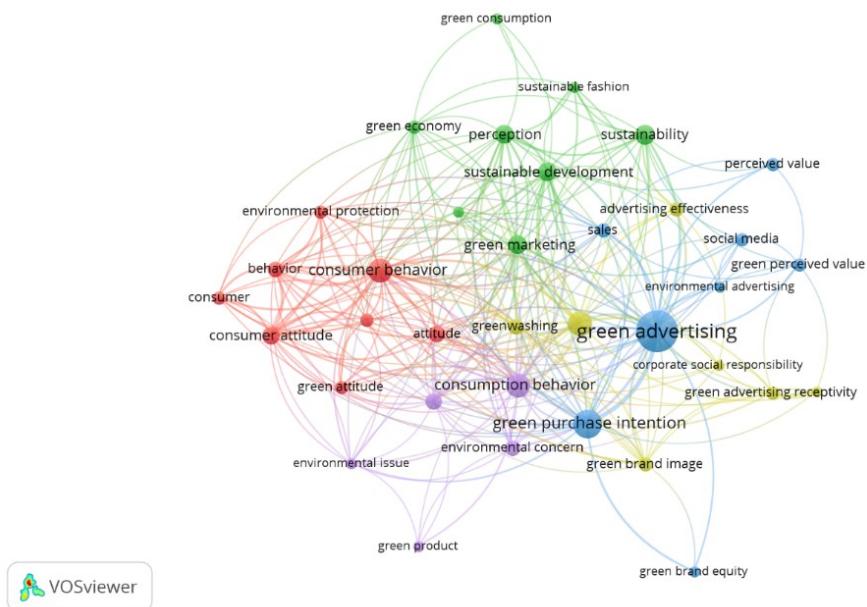


Figure 8. Network Visualization
Source: Data Processed, 2025

Figure 8 presents a network visualization generated using VOSviewer, illustrating the conceptual relationships among key terms in studies related to green advertising and green purchase intention. The emerging keywords are grouped into five thematic clusters, each reflecting research orientations, evolving paradigms, and the expanding scholarly focus within the green marketing literature:

Cluster 1 (Blue)

The blue cluster forms the central structure of the network, as it encompasses core ideas such as green advertising and green purchase intention, which are the foundational themes of this research domain. Related terms environmental advertising, green brand equity, green perceived value, perceived value, sales, and social media indicates that the literature in this cluster explores how environmentally oriented communication strategies shape consumer perceptions, value creation, and behavioral responses. Theoretically, this cluster represents a shift toward a more comprehensive understanding of the mechanisms through which sustainability messages influence consumer behavior. Practically, it holds relevance for firms seeking to design credible and evidence-based green marketing campaigns.

Cluster 2 (Red)

The red cluster captures the psychological dimensions of consumers, incorporating keywords such as attitude, behavior, consumer, consumer attitude, consumer behavior, environmental protection, and green attitude. Research in this cluster highlights that consumers' attitudes and values toward environmental issues shape their intention and actual engagement in green buying behavior. This cluster reflects a significant evolution in consumer behavior theory, emphasizing that psychological factors environmental attitudes serve as central mediators in green purchase decision-making. From a practical perspective, findings from this cluster guide marketers in crafting more persuasive messages that align with consumers' intrinsic motivations.

Cluster 3 (Green)

The green cluster focuses on broader sustainability-related ideas, including green consumption, green economy, green marketing, perception, sustainability, sustainable development, and sustainable fashion. This indicates that research extends beyond consumers and firms to incorporate macro-level considerations related to social, economic, and global sustainability frameworks. Conceptually, this cluster signals a transition from micro-level to macro-level approaches in sustainability research. It suggests that green advertising and green purchase intention are shaped by sustainable development agendas, societal transformations, and broader industry trends.

Cluster 4 (Purple)

The purple cluster highlights ideas such as consumption behavior, environmental concern, environmental issue, and green product. These terms reflect a focus on ecological awareness and moral values underlying consumer behavior. From a theoretical standpoint, this cluster reinforces the role of environmental concern as a critical determinant in green purchase intention models. Practically, it illustrates how rising consumer concern over environmental degradation drives demand for eco-friendly products, presenting opportunities for firms that integrate sustainability into product innovation.

Cluster 5 (Yellow)

The yellow cluster encompasses critical themes in green marketing research, including advertising effectiveness, corporate social responsibility, green advertising receptivity, green brand image, greenwashing, and marketing. This cluster draws attention to the challenge of maintaining message credibility and mitigating the risks associated with greenwashing. Theoretically, the cluster highlights that the effectiveness of green advertising depends not only on message content but also on perceived authenticity and consumer trust. Practically, the increasing skepticism toward environmental claims underscores the need for firms to communicate sustainability messages transparently and accurately.

Overlay View Visualization Analysis in Green Advertising and Green Purchase Intention Research

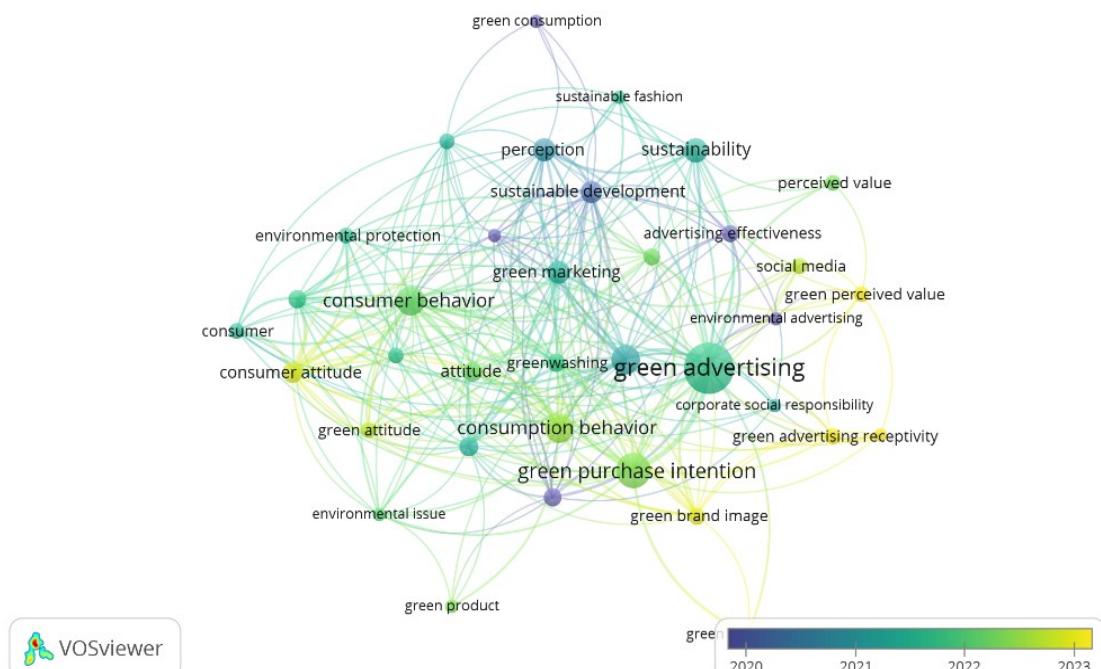


Figure 9. Overlay Visualization
Source: Data Processed, 2025

The bibliometric visualization image in figure 9 results from mapping the relationship between key terms in the study themed green advertising and green purchase intention, using VOSviewer software. This visualization is compiled based on publication data from 2020 to 2023, by displaying the terms that appear most often and are interrelated in the scientific articles analyzed. The size of the circle indicates the frequency of occurrence of the term, while the lines connecting between terms illustrate the co-occurrence relationship in a document. The gradation of color from blue to yellow signifies the development of time, in which more yellowish terms appear more often in newer publications.

In the center of the map, the terms "green advertising" and "green purchase intention" are the two main topics in this literature. The two intersect closely and are strongly connected to other terms such as consumer behavior, consumption behavior, and green brand image. This shows that eco-friendly advertising is closely related to how consumers respond, consider, and ultimately buy products promoted with a sustainability approach. In this context, perceived value, green trust, and acceptance of green advertising messages are important aspects that also affect the purchase intent.

On the other hand, the cluster including terms such as attitude, consumer attitude, green attitude, and consumer behavior shows that the psychological dimension of consumers also plays a significant role. Studies in this field highlight that the intention to buy green products is not formed like that, but is influenced by attitudes, personal values, and consumer knowledge of environmental issues. The more positive their attitude and concern for the environment, the higher the likelihood that they will respond positively to green marketing campaigns.

Furthermore, another cluster at the top of the map illustrates a macro perspective of sustainability. Terms such as sustainability, sustainable development, green marketing, and sustainable fashion show that the discussion of green advertising is limited to the consumer level and related to broader movements in the global economic and social context. This reflects that sustainability issues have become a major agenda integrated in today's business and marketing discourse.

This visualization also reveals attention to ethical issues and consumer trust through the emergence of terms such as greenwashing and corporate social responsibility. The term greenwashing that has emerged is dominant indicating a growing concern about manipulative marketing practices, namely when a company claims to be environmentally friendly but is not accompanied by real action. Therefore, honesty and transparency in conveying sustainability messages are important. Consumer responses to these messages, as illustrated by the term green advertising receptivity, show that consumers are now increasingly careful and critical in responding to environmentally friendly claims.

From a temporal perspective, it can be seen that terms related to the effectiveness of green advertising, trust in green brands, and the use of social media to market communication have been studied extensively in recent years. This reflects a shift in focus in the literature from more about consumers' internal motivations, to attention to the quality of messages and the effectiveness of media in conveying sustainability values.

Analysis of Density View Visualization in Green Advertising and Green Purchase Intention Research

Figure 10 is a bibliometric visualization as a density view generated through the VOSviewer software. This map shows the density, frequency of occurrence and the relationship between keywords that often appear in the literature related to green advertising and green purchase intention. The brighter the color of an area, especially one close to bright yellow, the higher the frequency of occurrence and connectedness of the term in the corpus of documents analyzed.

The most dominant and brightest point is "green advertising". This shows that the topic has a central role and has been one of the main focal points in the research during the period analyzed. Around "green advertising", terms such as "green purchase intention", "consumption behavior", and "consumer behavior" also seem to be dense, suggesting that research in this field is exploring the relationship between environmentally friendly advertising and consumer behavior and intention to purchase environmentally friendly products.

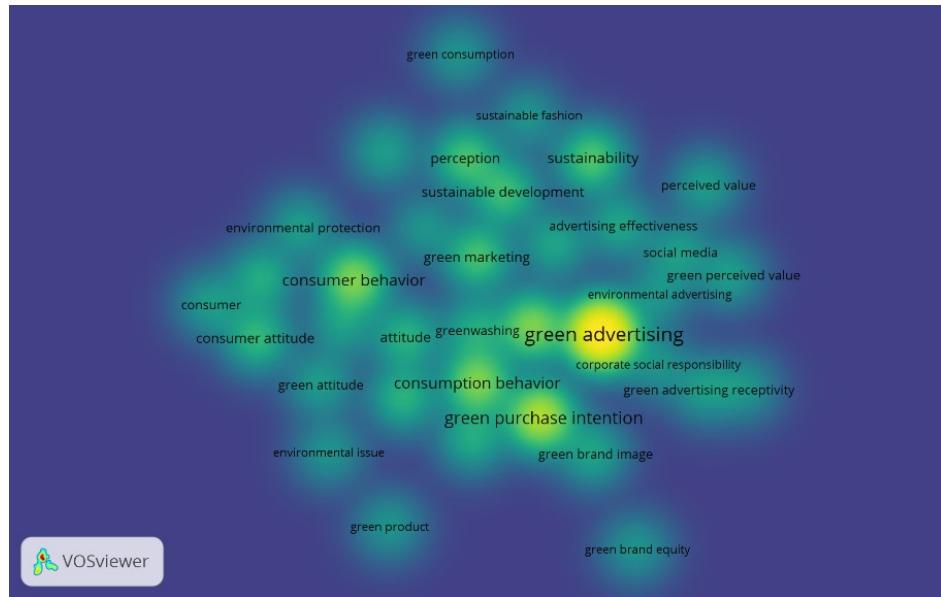


Figure 10. Density Visualization

Source: Data Processed, 2025

Several other supporting keywords such as "green attitude", "consumer attitude", and "greenwashing" also appeared intensely, suggesting that psychological factors and perceptions of the authenticity of environmental messages in advertising were important concerns for the researchers. The keywords "corporate social responsibility" and "environmental advertising" reinforce the narrative that corporate social responsibility practices also influence how green advertising is perceived and accepted by consumers.

Interestingly, some terms such as "sustainable fashion" and "green product" appear in areas with dimmer colors, suggesting that while relevant, these topics are not as intensely discussed as other key keywords. This opens up opportunities for further research to dig deeper into the linkages between specific product types (such as sustainable fashion) and green marketing strategies and consumer responses to them.

Analysis of Author Collaboration in Green Advertising and Green Purchase Intention Research

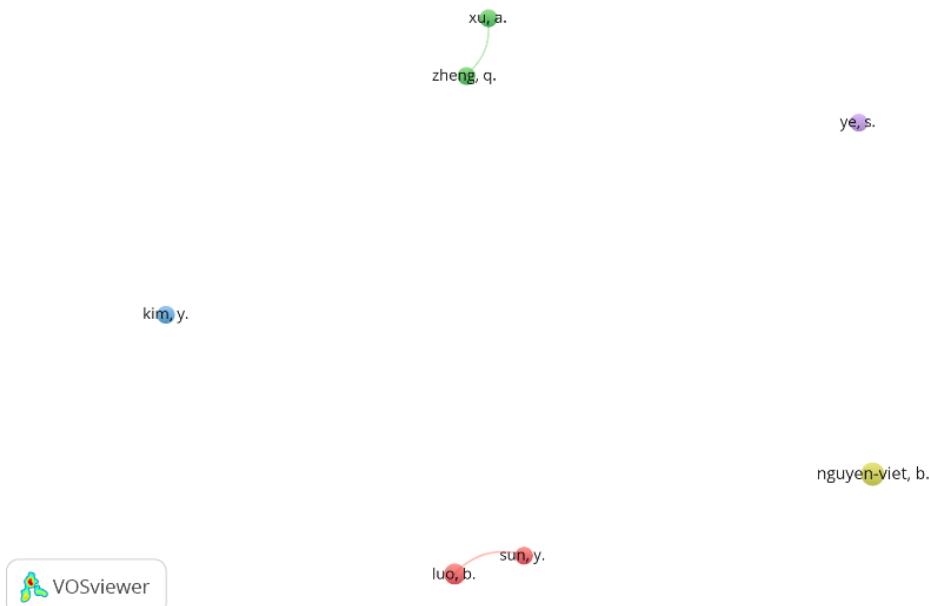


Figure 11. Analysis of Author Collaboration

Source: Data Processed, 2025

Figure 11 shows a map of the collaboration network between authors generated using the VOSviewer software. This visualization represents the relationship of co-authors in academic publications that discuss the themes of green advertising and green purchase intention. Each node in the image represents an author, while the connecting lines between the dots indicate collaboration or involvement in the same publication.

From the map, the network of collaboration between authors in this field still is usually fragmented and has not formed a large and widely interconnected research community. Most authors stand alone without extensive collaborative connections, which can be seen from the distance between distant nodes and the lack of connecting lines.

There are only a few pairs of writers who show a cooperative relationship, such as between Xu, A. with Zheng, Q., and Luo, B. with Sun, Y.. This indicates that within the scientific community researching this topic, most contributions are still individual or made in small, exclusive groups. This situation may also reflect that studies on green advertising and green purchase intention may still be developing or have not yet become the main focus in cross-institutional or cross-country collaboration.

Several other authors, such as Kim, Y., yes, s., and Nguyen-Viet, B., seem to stand as a single author or do not yet have the collaborative relationship depicted in this map. Still, their existence is still important because their individual contributions could be the basis of an important theory or reference in the development of studies in this field.

Affiliation Document Analysis

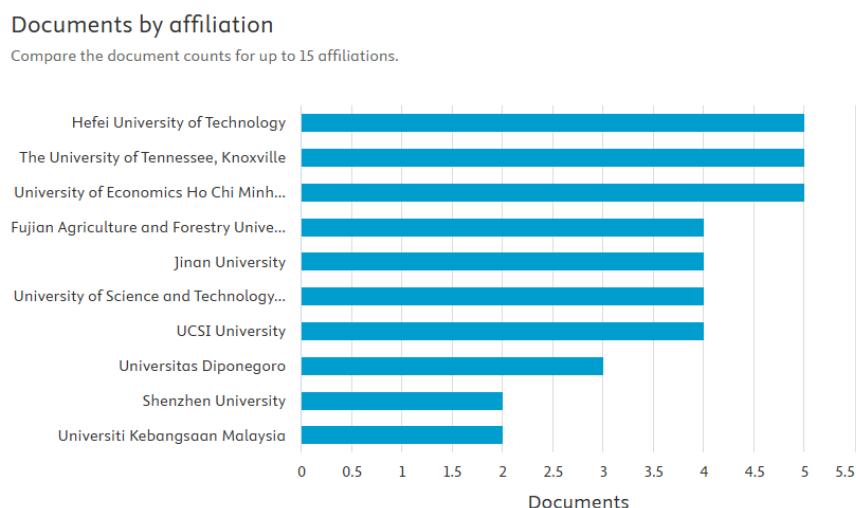


Figure 12. Program Coordination Affiliation Document

Source: Data Processed, 2025

Figure 12 presents a comparative visualization of scientific papers from various higher education institutions based on data obtained from Scopus. This data describes the participation and contribution of each institution in scientific publications related to a particular topic or field (not specifically mentioned in the figure, but assumed to be a similar topic or in a single research cluster).

Based on the horizontal bar graph, three institutions show the highest contribution with the same number of documents, namely 5 documents. The three institutions are Hefei University of Technology, The University of Tennessee, Knoxville, and Ho Chi Minh City University of Economics. This shows that the three universities have a high research intensity in related topics and are active in scientific publications indexed by Scopus.

Furthermore, there are four other institutions that each donated 4 documents, namely Fujian Agriculture and Forestry University, Jinan University, University of Science and Technology of China, and UCSI University. This indicates these institutions also have consistent involvement in research in similar fields, although slightly lower than the top three.

Diponegoro University, Shenzhen University, and Universiti Kebangsaan Malaysia each contributed 3 to 2 documents, which, although lower, still show the existence of contributions in the international academic community. There can be significant participation from institutions in Asia, especially from China and Southeast Asia, which reflects the increasing role of universities in the region in the global scientific publication scene

Theoretical Implication and Managerial Implication

This study contributes to the growing body of literature on green marketing by comprehensively summarizing research trends in green advertising and green purchase intention. The findings support existing theories on how environmental messaging influences consumer behavior, while also opening new pathways for theoretical development particularly in exploring the links between consumer perception, trust in green messages, and sustainable purchasing decisions.

Practically, the study offers useful insights for businesses aiming to craft effective green marketing strategies. Sustainability messages must be communicated honestly to avoid consumer skepticism. Social media can also serve as a powerful tool to enhance engagement and strengthen brand trust especially among younger, environmentally-conscious consumers.

Conclusion and Future Direction

This study provides a comprehensive overview of the development of research related to green advertising and green purchase intention in the period 2015 to 2025. Through Scopus' data-based bibliometric approach and visualization using VOSviewer, it was found these two topics have experienced a significant increase in attention, especially in the last five years. This reflects the increasing urgency of sustainability issues in the academic realm, especially when marketing and consumer behavior.

The mapping results identified five main clusters that illustrate the focus of the study in the literature, including: the influence of green advertising on consumer perception, consumer attitudes and values towards environmental issues, sustainability in the social and economic dimensions, ethical challenges such as greenwashing, and the effectiveness of communication in conveying environmental messages. These findings reinforce the understanding that green advertising impacts brand image and plays an important role in shaping consumer preferences and buy intentions.

Although the number of publications continues to go up, collaborative analysis shows that relationships between researchers are still fragmented. Cross-institutional and cross-country collaboration is still limited, which indicates an opportunity to expand the network of research cooperation.

Based on the results of the bibliometric findings in this study, there are several opportunities that can be a foothold for further research. First, the keyword co-occurrence network shows that themes such as "sustainable fashion," "eco-friendly electronics," and "organic food" appear as emerging but weakly connected clusters within the broader field of green advertising. Based on these thematic clusters, further studies are needed to examine the causal relationship between green advertising strategies (Variable X) and consumer responses such as green purchase intention (Variable Z) within these specific product categories. This approach will help clarify how different product features moderate consumer perceptions and reactions toward sustainability-related messages.

Second, the overlay visualization indicates a temporal shift from traditional advertising research toward digital and social media based green communication. Future research should investigate how social media as a communication channel influences the effectiveness of green advertising. This includes examining how audience interactivity, engagement, and user-generated content strengthen or weaken environmentally oriented buy intentions. By linking this agenda to the evolution map, researchers can explore how digital-related keywords have emerged as influential yet underdeveloped parts in recent years.

Third, the co-citation and thematic evolution analyses highlight recurring psychological constructs such as consumer attitudes, beliefs, credibility perceptions, and motivation that often

appear at the center of multiple clusters. Based on these interconnected yet under-tested, future studies are encouraged to apply experimental or advanced quantitative designs to test the causal relationships between specific green advertising elements (e.g., message framing, visual evidence, source credibility) and psychological variables leading to green purchase intention. This will provide more robust and theory-driven insights into how green advertising actually shapes environmentally responsible decision-making. Research with this method can provide more precise results in explaining the decision-making process of consumers for environmentally friendly products.

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